

Augmented and Virtual Reality - Global Market Outlook (2015-2022)

<https://marketpublishers.com/r/ACA5E0A2272EN.html>

Date: May 2016

Pages: 149

Price: US\$ 4,150.00 (Single User License)

ID: ACA5E0A2272EN

Abstracts

According to Statistics MRC the global augmented and Virtual Reality market is accounted for \$2.67 billion in 2015 and is estimated to reach \$66.68 billion by 2022, at a CAGR of 58.3%. The market is mostly motivated by software applications and hardware devices for 3D visualization. This particular technology is used in a wide range of applications such as entertainment, gaming and for training purposes in defence, medical and industrial sectors, these all factors are contributing to the market growth. The advancement in this technology is purely based on innovation in computing and digital network devices, which is the factor restraining the market growth.

Head mounted Display (HMD) in device type segment is expected to be the largest market among those because of increasing gaming, entertainment and medical applications in vertical segment. North America in geography segment is estimated to be the largest revenue generating market because of main IT & technological base and Asia pacific is estimated to be the fastest emerging market.

Some of the key players in market are Google Inc. Qualcomm Inc., Oculus VR, LLC, Magic Leap, Inc., Osterhout Design Group (ODG), Cyberglove Systems LLC., Samsung Electronics Co., Ltd., Microsoft Corporation, Blippar Inc., Meta Company, Qualcomm Inc., Vuzix Corporation, Infinity Augmented Reality Inc. and Metaio GmbH.

Components Covered:

Augmented Reality and Virtual Reality Hardware Component

Sensors

Magnetometer

Proximity Sensor

Gyroscope

Global Positioning Systems

Accelerometer

Displays

3D Camera

Semiconductor Component

Controller/Processor

Integrated Circuits

Augmented Reality and Virtual Reality Software Component

Cloud-Based Services

Software Development Kits

Applications Covered:

Consumer

Gaming

Commercial

Fashion

Advertisement

Aerospace & Defence

Medical

Industrial

Other Applications

Device Types Covered:

Augmented Reality Devices

Handheld Device

Head-Mounted Displays

Head-Up Display (HUD)

Virtual Reality Devices

Projector & Display Wall

Head-Mounted Display (HMD)

Gesture Control Device

Data Gloves

Others Gesture control Devices

Technologies covered:

Augmented Reality Technology

Markerless Augmented Reality

Image Processing-Based

Model-Based Tracking

Marker-Based Augmented Reality

Active Marker

Passive Marker

Virtual Reality Technology

Semi-Immersive & Fully-Immersive Technologies

Non-Immersive Technology

Verticals covered:

Augmented Reality Applications

Commercial

Aerospace and Defense

Consumer

Medical

Other Augmented reality applications

Geospatial Mining

Medical

Aerospace and Defense

Consumer

Industrial

Commercial

Other Geospatial Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

WHAT OUR REPORT OFFERS:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 8 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

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